Amendments to the Claims

Please amend the claims as follows without prejudice. This listing of claims will replace all prior versions and listings of claims in the application.

Listing of Claims

1.   (currently amended): A pedestrian traffic indexing system comprising:

a plurality of traffic monitors at a plurality of <u>information</u> provider sites<u>, including a user's site</u>;

a server connected to said traffic monitors to receive pedestrian traffic data from said traffic monitors<u>, the pedestrian traffic data comprising pedestrian traffic data from the information provider sites including the user's site</u>;

a traffic database for storing said pedestrian traffic data;

at least one database for storing non-traffic <u>business</u> related data <u>including a user's non-traffic business related data</u>;

a view creator for generating national retail traffic index data by processing data stored in the traffic database and the at least one database for storing non-traffic related data, wherein the national retail traffic index data includes a plurality of calculated indexes related to the provider sites, the indexes calculated using a plurality of metrics with each metric related to the plurality of provider sites and based upon both the pedestrian traffic data and the non-traffic <u>business related</u> data;

a national retail traffic index data mart for storing the national retail traffic index data; and

a data communications connection for transferring data among the traffic database, the at least one database for storing non-traffic related data, the view creator, the national retail traffic index database and the server wherein a user can access the national <u>retail</u> traffic index data mart via the data communications connection <u>to</u>

access the national retail traffic index data and wherein the national retail traffic
index data can be compared with data from the user's site.

2.   (canceled)

3.   (currently amended): A method for indexing pedestrian traffic comprising:

electronically collecting pedestrian traffic data from a plurality of traffic monitoring
points including a user's location;

storing the pedestrian traffic data in a traffic database;

storing non-traffic business related data including non-traffic business related data
for a user in at least one database for storing non-traffic business related data;

generating national retail traffic index data by processing data stored in the traffic
database and the at least one database for storing non-traffic business related data,
wherein the traffic index data includes a plurality of calculated indexes related to the
traffic monitoring points, the calculated indexes determined by incorporating
mathematical algorithms which utilize based upon both the pedestrian traffic data
and the non-traffic related data using a plurality of predetermined formula; and

storing the national retail traffic index data in a national retail traffic index data mart
to allow the user access thereby providing the ability to analyze the national retail
traffic index data in light of pedestrian traffic data from the user's location and non-
traffic business related data for the user.

4.   (currently amended): The pedestrian traffic indexing system from claim 1, wherein
the at least one database for storing non-traffic business related data comprises:

a demographics database for storing census demographics;

a profiles database for storing site profiles and corporate profiles, wherein the site
profiles are associated to the plurality of provider sites, and wherein the corporate
profiles are associated to a plurality of corporations; and

a customer database for storing sales data.

5.   (currently amended): The method for indexing pedestrian traffic from claim 3, wherein the step of storing non-traffic <u>business</u> related data in at least one database for storing non-traffic <u>business</u> related data comprises:

providing a demographics database for storing census demographics;

providing a profiles database for storing site profiles and corporate profiles, wherein the site profiles are associated to the plurality of provider sites, and wherein the corporate profiles are associated to a plurality of corporations; and

providing a customer database for storing sales data.

6.   (previously presented): The pedestrian traffic indexing system from claim 4,

wherein labor data is stored in the corporate profiles; and

wherein the view creator further generates national retail traffic index data by processing the sales data in the customer database, the labor data in the profiles data and the pedestrian traffic data in the traffic database.

7.   (previously presented): The method for indexing pedestrian traffic from claim 5,

wherein labor data is stored in the corporate profiles; and

wherein the step of generating the national retail traffic index data further comprises processing the sales data in the customer database, the labor data in the profiles data and the pedestrian traffic data in the traffic database.

8.   (previously presented): The pedestrian traffic indexing system of claim 4 wherein the plurality of traffic monitors comprises a plurality of video cameras.

9.   (previously presented): The system of claim 4 wherein the view creator edits the traffic data for usability prior to using for the computation of indexes.

10.   (previously presented): The system of claim 4 wherein the view creator recognizes missing data and performs imputation to replace the missing data.

11.   (currently amended): The system of claim 4 wherein the view creator detects

outliers in the traffic data and makes adjustments <u>therefor</u> ~~therefore~~.

12. (previously presented): The pedestrian traffic indexing system of claim 4 further comprising at least one hub, the at least one hub connecting the plurality of traffic monitors at each of the plurality of provider sites.

13. (previously presented): The pedestrian traffic indexing system of claim 4 wherein the traffic monitors are connected to the server via the Internet.

14. (previously presented): The pedestrian traffic indexing system of claim 4 wherein the traffic monitors are connected to the server via a virtual private network.

15. (previously presented): The method of claim 5 wherein collecting pedestrian traffic data automatically from a plurality of traffic monitoring points comprises collecting pedestrian count data via a virtual private network from a plurality of traffic monitoring points.

16. (currently amended): A system for monitoring pedestrian traffic at a plurality of predetermined locations and generating a retail traffic index, comprising:

a plurality of traffic monitors located at a plurality of specified locations, each traffic monitor for monitoring the flow of pedestrian traffic at the related specified location;

a server connected to the plurality of traffic monitors for receiving and managing pedestrian traffic data;

a pedestrian traffic database cooperating with the server to store the pedestrian traffic data;

at least one non-traffic database cooperating with the server for storing non-traffic <u>business</u> related data;

a data mart accessible by a user for accommodating a request <u>from the user</u> for national retail traffic index data, wherein the data mart includes a plurality of predetermined <u>user selectable</u> parameters ~~selectable by a user~~ and the request includes a set of user selected parameters; and

a processor for generating requested national retail traffic index data, wherein the

national retail traffic index data is calculated by the processor according to a plurality
of <u>mathematical algorithms which incorporate</u> ~~stored formulas using~~ the data stored
in the pedestrian traffic database and the at least one non-traffic database according
to the user selected parameters <u>wherein the user selected parameters include the
identification of at least one specified location</u>.

17.   (currently amended): The pedestrian traffic indexing system from claim 16, wherein
the at least one database for storing non-traffic <u>business</u> related data comprises:

a demographics database for storing census demographics;

a profiles database for storing site profiles and corporate profiles, wherein the site
profiles are associated to the plurality of provider sites, and wherein the corporate
profiles are associated to a plurality of corporations; and

a customer database for storing sales data.

18.   (previously presented): The pedestrian traffic indexing system from claim 17,

wherein labor data is stored in the corporate profiles; and

wherein the view creator further generates national retail traffic index data by
processing the sales data in the customer database, the labor data in the profiles
data and the pedestrian traffic data in the traffic database.

19.   (previously presented): The pedestrian traffic indexing system of claim 17 wherein
the plurality of traffic monitors comprises a plurality of video cameras.

20.   (previously presented): The system of claim 17 wherein the processors further edit
the traffic data for usability prior to using for the computation of indexes.

21.   (previously presented): The system of claim 17 wherein the processors further
recognize missing data and perform imputation to replace the missing data.

22.   (currently amended): The system of claim 17 wherein the processors further detect
outliers in the traffic data and make adjustments <u>therefor</u> ~~therefore~~.

23.   (previously presented): The pedestrian traffic indexing system of claim 17 further

comprising at least one hub, the at least one hub connecting the plurality of traffic monitors at each of the plurality of provider sites.

24.   (previously presented): The pedestrian traffic indexing system of claim 17 wherein the traffic monitors are connected to the server via the Internet.

25.   (previously presented): The pedestrian traffic indexing system of claim 17 wherein the traffic monitors are connected to the server via a virtual private network.

26.   (currently amended): A pedestrian traffic indexing system comprising:

a plurality of traffic monitors at a plurality of provider sites, the plurality of provider sites including a user's site;

a server connected to said traffic monitors to receive pedestrian traffic data from said traffic monitors;

a traffic database for storing said pedestrian traffic data;

a database for storing non-traffic business related data, comprising a demographics database for storing census demographics, a profiles database for storing site profiles and corporate profiles and a customer database for storing sales data, wherein the site profiles are associated to the plurality of provider sites, and wherein the corporate profiles include labor data for plurality of corporations;

a view creator for generating national retail traffic index data by processing data stored in the traffic database, including the pedestrian traffic data, and the database for storing non-traffic business related data, including the processing of the sales data in the customer database and the labor data in the profiles data database, wherein the national retail traffic index data includes calculated measures providing an indicator related to the pedestrian traffic data at the provider sites;

a national retail traffic index data mart for storing the national retail traffic index data; and

a data communications connection for transferring data among the traffic database, the at least one database for storing non-traffic business related data, the view

creator, the national retail traffic index database and the server wherein a user can access the national <u>retail</u> traffic index data and may manipulate it to create a user relevant national traffic index <u>for the user's provider site</u>.

27.   (new): The system of claim 6 wherein the national retail traffic index data includes a calculation of average pedestrian traffic over a selected time period, and for a selected information provider type.

28.   (new): The system of claim 6 wherein the national retail traffic index data includes a calculation of peak pedestrian traffic over a selected time period for a selected information provider type.

29.   (new): The system of claim 27 wherein the data mart allows for a comparison of the average pedestrian traffic for the selected information provider type with an average pedestrian traffic for the user's site.

30.   (new): The system of claim 28 wherein the data mart allows for a comparison of peak pedestrian traffic for the selected information provider type with a determined peak pedestrian traffic for the user's site.